



Seafood Eco-labels

a processor's perspective

Mike Mitchell

Technical Director



The Findus Group



Sustainability has become a major media theme



Film about the state of our seas is a true video nasty

Frank Pope Ocean Correspondent

terly. The threat is not the shadowy shark: the story is about to turn from history into unusual horror. Navigators across the nation will into their seats from Monday, 31 Oceans Day, as the system

plaintful trawlers scrape clean every accessible patch of seabed. Companies out to please their shareholders fish only for immediate profit, exploiting every loophole to contrive. Politicians, paralysed by the fear of angering the

as the inconvenient Truth of the oceans, this documentary lifts the lid on what overfishing is doing to our seas. Just as it took Al Gore's masterful delivery to bring home the threat of climate change, the impact of

Concern over more fish cuts

FISHING industry leaders today dismissed proposals which would see 30 per cent of the UK whitefish fleet cut up by four years. The controversial recommendation was included in a study into the UK fishing industry carried out by the Prime Minister's strategy unit.

"We are confident that based on this report, together with the industry, we can harness our way through to a successful, profitable long-term future for the fishing industry in the United Kingdom. That is going to be a basic to achieve if we get

fleet should be scrapped. Fisheries Minister Ben Bradshaw called on the industry to work alongside government to make the proposals work. "We are confident that based on this report, together with the industry, we can harness our way through to a successful, profitable long-term future for the fishing industry in the United Kingdom. That is going to be a basic to achieve if we get

industry buy-in. "I think the sensible voices in the industry understand that." But Alex Lewis, president of the Scottish Fishermen's Federation, said the tie-up proposals, which would need to be funded by the industry themselves, was "a non-starter". He said: "Asking the industry to tie up their fleet for up to four years is completely unrealistic. You can't even moth-

ball a vessel for six months - how do you manage it? It's a non-starter." Ted Brocklebank MSP, the Scottish Conservatives' fishing spokesman, said he feared the report could be "the straw that breaks the camel's back" for the industry. The last European fishing deal struck in Brussels before Christmas secured increases in quotas and land fish quotas for the white fish fleet. But vessels are still not allowed to be at sea for 11 days a month. Seafood industry leaders insisted today that cod is still very much on the menu. John Rutherford, Chief Executive of the Sea Fish Industry Authority (SeaFIA), said: "The vast majority of cod we eat in the UK is sourced from sustainable global stocks. More than 90 per cent of cod consumed in the UK is imported from areas such as Iceland."

Seafood = good health, nutrition, lifestyle, convenience, value...and sustainability?



Findus Young's SEAFOOD COMPOS

Consumers are confused about sustainability



“Somebody else is
doing the
worrying for
me...”

2005 – A major challenge to the UK retail sector



“Unlike other food suppliers, the seafood industry is awkward and fractured – it has no close relationship with its sources; price, quality and availability are unpredictable; and traceability is highly variable.”



MSC and major UK retailer seafood policies



*“Our approach is to offer **Marine Stewardship Council** certified fish where available...” (Sainsbury’s)*



*“Ensuring all the fish we sell... is **Marine Stewardship Council** certified or, where MSC is not available, another equivalent independent standard.” (M&S)*



*“Our goal is to operate our fish sourcing in line with the aims and objectives of the **Marine Stewardship Council**...” (Cooperative)*



*“Our fresh fish is sourced sustainably and our fresh fish counters have been certified under the **Marine Stewardship** chain of custody programme.” (Morrisons)*

NGO Campaigns and league tables

Table 6.1. Ranking of supermarkets' sustainable seafood policies

Supermarket	1. Sustainable seafood sourcing policies	2. Support for sustainability initiatives	3. Labelling & promotion of sustainable seafood	4. Selling the most destructively fished species	Total score (out of 20)
M&S	5	5	4	3	17
Waitrose	5	3	4	3	15
Sainsbury's	3	4	3	0	10
Co-op	2	2	2	1	7
Somerfield	1	1	2	2	6
Tesco	2	1	1	1	5
Iceland	0	0	0	3	3
Safeway/Morrisons	1	1	0	0	2
Asda	0	1	0	0	1



Table 11.1

Ranking of the sustainability of supermarkets' seafood

Supermarket	Sustainability of wild-caught seafood	Sustainability of farmed seafood	General Issues*	Rank and grade 2006	Rank and grade 2005
M&S	A	A	A	1	1
Waitrose	A	A	B	2	2
Sainsbury's	B	B	B	3	3
Co-op	C	B	C	4	4
ASDA	C	D	C	5	9
Morrisons	C	D	C	5	8
Tesco	C	D	C	5	6
Somerfield	D	D	D	8	5
Iceland	E	E	E	9	7

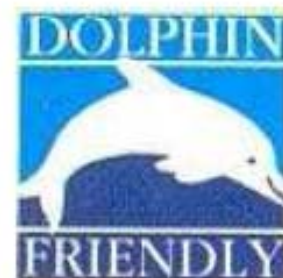
*General Issues: the brands and ranges of seafood covered by seafood procurement policies; transparency of policies and their implementation; and promotion of sustainable seafood.

● excellent ● good ● pass ● fail



How the greens stole the seafood agenda

“...the era of eco-labels is over, and a more technical, more specific definition of sustainability – based on thorough science and rigorous traceability – will be the way forward.”





Eco-labels meeting future market requirements

1. Built on sound international protocols for standards development
2. Continually evolving to meet new challenges
3. Deal with traceability/supply chain integrity
4. Continuous improvement through active engagement with fishers and fishery managers
5. Not a barrier to trade
6. Clear and simple message



The End

Thank you for listening

mike.mitchell@theseafoodcompany.co.uk

